



# 2022 Campaign Materials



**EQUITY BANK**



**REVOLUTION  
COOKING™**

# A Toast to Better Banking

In Fall 2022, we'll be offering new and current customers a chance to earn their very own REVOLUTION toaster. Included in this booklet are the samples, brochures, and messaging your customers will see.

## **The Offer:**

**New Customers:** Earn a Revolution Toaster when you open a new account at Equity Bank and satisfy account opening requirements, including average balance, product type, direct deposit, debit card, and online banking.

**Current Customers:** Earn a chance to win a Revolution Toaster by enrolling in two services with Equity Bank, including: Online Banking, Preferred Checking, Direct Deposit, Online Banking, eStatements, and AutoSave. We'll draw 10 customers at the end of September, October, November.

## **Campaign Dates:**

September 6 – November 30  
See materials inside!

And **YOU** can join  
the Revolution!



Earn a FREE Revolution  
InstaGLO® Toaster when  
you switch to Equity Bank!

◀◀◀ **HERE'S HOW**

Equity Bank  
7701 E Kelllogg Dr, Ste 100,  
Wichita, KS 67207 >

John Smith  
12245 S Main St.  
Overland Park, KS 66213

**A smart  
toaster..**



Outside Pamphlet

...meets a  
**smart bank**



**FASTER  
SMARTER  
TASTIER**

- Smart, touchscreen settings
- Supercharged InstaGLO® heating tech
- Retains moisture for better flavor

**Here's how to get your  
Revolution Toaster**

➤➤➤ **Open your account online  
or at ANY Equity Bank!**

1. Keep \$2,000 in your new preferred checking account
2. Sign up for direct deposit into your new account
3. Enroll in Equity Bank online banking and the mobile app
4. Activate and use your Equity Bank debit card.



IT'S A #BANKINGREVOLUTION



Watch for an email from Equity Bank with your activation code 45-60 days after you open your preferred checking account.

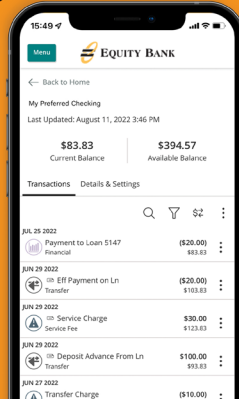
Revolook coupon codes typically email between 45 and 60 days after account opening, subject to review Equity Bank and Revolution Cooking promotions available from September 6, 2022 through November 30, 2022 and may be cancelled without further notice. Account incentive valid for new consumer households opening their first checking account at Equity Bank location. One customer incentive per household only. New households must include: (1) one direct deposit agreement, (2) online banking enrollment, (3) activated debit card connected to checking account, and (4) minimum of \$2,000 balance maintained following account opening. Customer will be issued a 100x100 form for tax value of the incentive amount. Copyright © Equity Bank and Revolution Cooking. All rights reserved. Member FDIC.

**Get started today at [equitybank.com/toast](http://equitybank.com/toast)**

**SMARTER  
FASTER  
SAVVIER**



- The best in digital banking
- No ATM fees, nationwide
- 24/7 mobile banking with free credit score and more



Inside Pamphlet

Direct Mail Piece

Mail will be sent to prospects at all locations  
by September 15th.



# JOIN THE Revolution



**Want a  
better toaster?**  
[equitybank.com/revolution](http://equitybank.com/revolution)

Door Flyer

Hang inside your door sign mounts!

# Faster. Smarter. Better.

That's Equity Bank and that's Revolution Cooking.



## Join the digital banking **REVOLUTION!**

Enroll in two of the following services  
to be entered into a drawing for  
a new Revolution Toaster:

Upgrade to  
Preferred

Estatements

Autosave

Add a Savings  
account

Debit Card

Online Banking

RULES FOR ENTRY. No purchase required for entry into Equity Bank's REVOLUTION toaster contest. One entry per each household with a preferred checking account. Entries include (1) form submission at [www.equitybank.com/revolution](http://www.equitybank.com/revolution), and a new customer enrollment in two of the following: (a) Equity Bank online banking, (b) electronic statements, (c) debit card, (d) AutoSave or addition of (e) a new savings account or (f) an upgrade to Preferred checking from customer's existing checking account. Customers can request entry at any Equity Bank location or by contacting our customer care team at 1-888-733-5041, [customerservice@equitybank.com](mailto:customerservice@equitybank.com) or by mail at 7701 E. Kellogg, Wichita, KS, 67207. One entry per household maximum. Ten Revolution R180 model toasters will be awarded to ten different customers at the end of September, October, and November. Member FDIC.

Visit [equitybank.com/revolution](http://equitybank.com/revolution)  
to enter for your chance to win!

Extra Flyer

Printable for conversations at your branch  
locations.

You'll see these across various websites throughout the fall!




**Not Your Grandpa's Toaster Giveaway**




Member **FDIC**


**SIGN UP NOW**



Member **FDIC**



**Join The Revolution**



**SIGN UP NOW**



Member **FDIC**



**Toast Smarter Bank Smarter**



**SIGN UP NOW**

Member **FDIC**



**Join The Revolution**

Open a new account and get free Revolution Smart Toaster!

**SIGN UP NOW**

Digital Ads



# Smart toaster meets smart bank.

That's Equity Bank and that's Revolution Cooking.



Front

## Join the Digital Banking REVOLUTION!

Enroll in two of the following services to be entered into a drawing for a new Revolution Toaster.

- |                |                       |
|----------------|-----------------------|
| Online Banking | Debit Card            |
| Estatements    | Upgrade to Preferred  |
| Autosave       | Add a Savings Account |

RULES FOR ENTRY. No purchase required for entry into Equity Bank's REVOLUTION toaster contest. One entry per each household with a preferred checking account. Entries include (1) form submission at [www.equitybank.com/revolution](http://www.equitybank.com/revolution), and a new customer enrollment in two of the following: (a) Equity Bank online banking, (b) electronic statements, (c) debit card, (d) AutoSave or addition of (e) a new savings account or (f) an upgrade to Preferred checking from customer's existing checking account. Customers can request entry at any Equity Bank location or by contacting our customer care team at 1-888-733-5041, [customerservice@equitybank.com](mailto:customerservice@equitybank.com) or by mail at 7701 E. Kellogg, Wichita, KS, 67207. One entry per household maximum. Ten Revolution R180 model toasters will be awarded to ten different customers at the end of September, October, and November.

Visit [equitybank.com/revolution](http://equitybank.com/revolution) for your chance to win a Revolution toaster!



Back

Statement Stuffer

Included in all customer statements this fall!

**It's not  
*just* banking.**

**It's a  
*Revolution.***



**Lobby Poster**

**Post near your toaster in your lobby!**

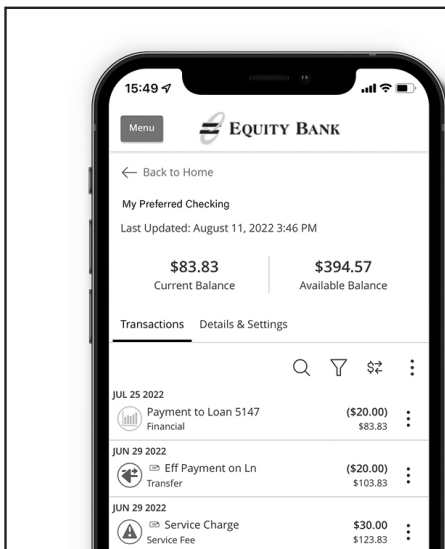




THIS IS YOUR RECEIPT  
 THANK YOU FOR BANKING WITH EQUITY BANK.  
 MEMBER FDIC



ALL ITEMS ARE CREDITED SUBJECT TO VERIFICATION, COLLECTION AND CONDITIONS OF THE FUNDS AVAILABILITY POLICY OF EQUITY BANK, DETAILED IN YOUR ACCOUNT AGREEMENT. DEPOSITS MAY NOT BE AVAILABLE FOR IMMEDIATE WITHDRAWAL. BANK SYMBOL, TRANSACTION NUMBER AND AMOUNT OF DEPOSIT ARE SHOWN ABOVE.



# Smart toaster meets smart bank.

Visit [equitybank.com/revolution](http://equitybank.com/revolution) for your chance to win your very own Revolution Toaster!



Teller Receipt

These special receipts are available for use September 6 - November 30.

**SMARTER.  
FASTER.  
BETTER.**

Member FDIC



[equitybank.com/toast](http://equitybank.com/toast)

Digital Marquee

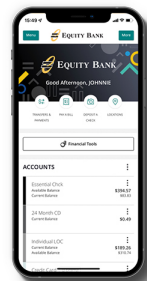
On video signs and other locations throughout our network!



## You've just joined revolutionary banking!

Now complete these steps and you'll get your very own Revolution Toaster.

1. Keep \$2,000 in your new preferred checking account.
2. Sign up for direct deposit into your new account.
3. Enroll in Equity Bank online banking and the mobile app.
4. Activate and use your Equity Bank debit card.



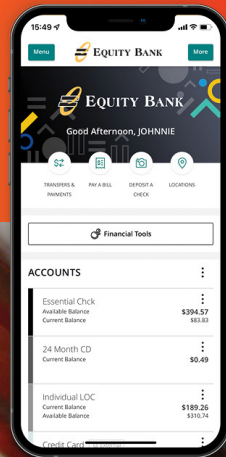
Watch for an email from Equity Bank with your activation code 45-60 after account opening. Visit [equitybank.com/toast](https://equitybank.com/toast) to learn more

Revcook coupon codes typically email between 45 and 60 days after account opening, subject to review. Equity Bank and Revolution Cooking promotion available from September 6, 2022 through November 30, 2022 and may be canceled without further notice. Account incentive valid for new consumer households opening their first checking account at Equity Bank location. One customer incentive per household only. New households must include (1) one direct deposit agreement, (2) online banking enrollment, (3) activated debit card connected to checking account, and (4) minimum of \$2,000 balance maintained following account opening. Customer will be issued a 1099-INT form for tax value of the incentive amount. Copyright © Equity Bank and © Revolution Cooking, all rights reserved. Member FDIC.

New Customer Postcard

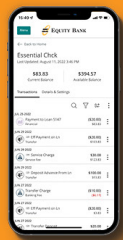
Hand these to new customers after they open a new Preferred account as a result of the campaign!

# Now you're cooking!



Member FDIC

## Congratulations! You've joined the cooking Revolution.



By now you're used to tapping a screen for the best in mobile banking, plus no ATM fees nationwide.

Now enjoy touchscreen technology, plus faster toasting thanks to the InstaGLO® Heating System.



Thank you for choosing Equity Bank!  
Show your new toaster love at:



#BankingRevolution



In-Box postcard

Qualifying customers will receive a postcard in the box with their brand new toaster after all terms and conditions are satisfied!

## Smarter Bank, Smarter Toaster

Open a new checking account, and get a free Revolution™ smart toaster.\*

[Open An Account Now](#) >



## A Revolutionary Toaster



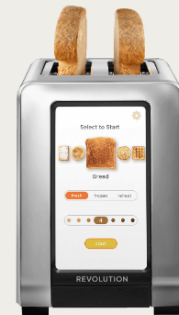
## It's Not Just Banking. It's a Revolution

In the old days, banks used to give away free toasters with every new account. But this isn't your grandpa's toaster giveaway – now it comes with a twist for the digital age. When you open a new checking account at Equity Bank, you'll get a premium Revolution™ smart toaster.

You deserve more from your toaster, and you deserve more from your bank. Now you get all the benefits of a cutting-edge Equity Bank checking account, from no ATM fees to free digital banking to rewards at local businesses.

And for a limited time only, you also get a cutting-edge smart toaster. With InstaGLO® technology that ends dry toast forever, plus a sleek digital control screen that lets you customize your toast, your mornings will never be the same.

Join the revolution!



## Smarter Bank, Smarter Toaster

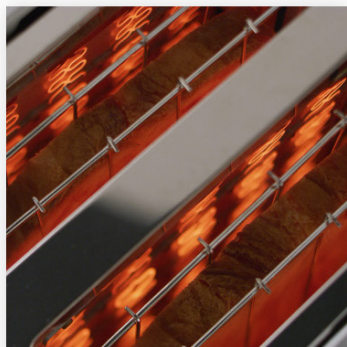
Upgrade your banking experience, and you could win a free Revolution™ smart toaster.\*



### A Revolutionary Toaster



### A Revolutionary Toaster



**Ultra-efficient InstaGLO® Heating System Toasts 35% faster than leading premium toasters.**

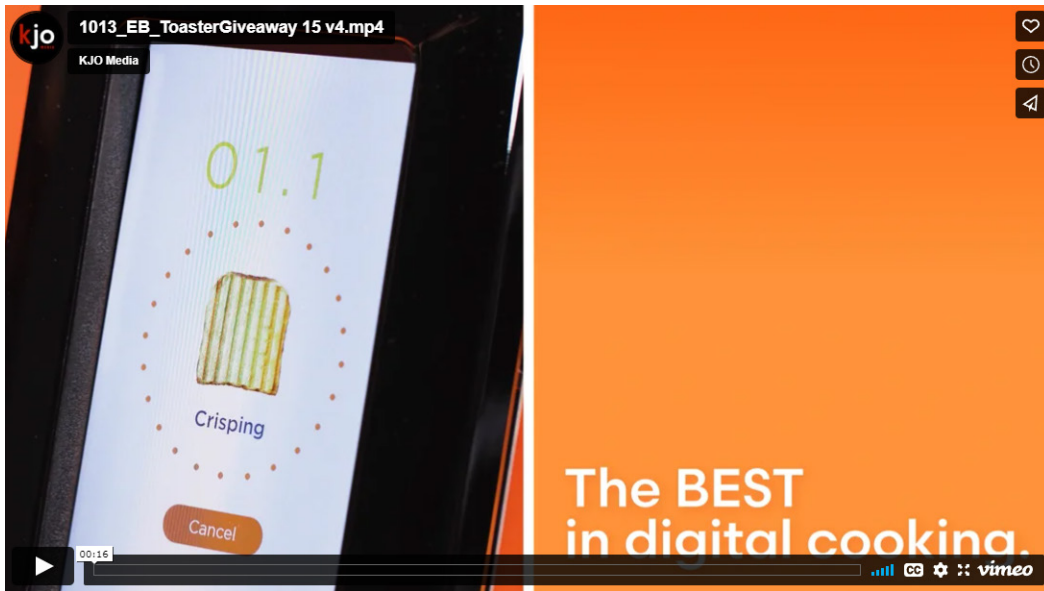


**Custom settings for bread, English muffin, bagel, waffle, and toaster pastry**



**Intuitive touchscreen lets you instantly adjust smart settings for perfect toasting.**





15 second TV spot



30 second TV spot